



## Private-Public-Philanthropic Partnership for Greening California...by Doug Krieger/CGAW

At Governor Schwarzenegger's *Advanced Transportation Summit* this past May, 2010, he decried the cost of America's foreign oil dependence as a strategic disaster and BP's Gulf fiasco as an "Armageddon in the making!" "Big Oil mentality" the Governor entombed, "is aiming at AB 32 legislation" which he said was designed to clean up California's environment and make the "green and golden" State the world leader in green technologies.



"We can't afford anymore BP Gulf disasters – when are we going to wake up and smell the tar balls . . . how many more disasters will it take?"

The Governor called this crisis an "addiction of our own making" and unambiguously blamed it on the "greed of Big Oil."

So what's the alternative fuel? And, how are we going to kick the habit – the addiction? That's what Cal Green At Work (CGAW) is trying to do by bringing California, America and the world into alternative energy and energy efficiency.

We can make California, once again, GREEN and GOLDEN – because by going green we can create the economic recovery we so desperately need. But how? By bringing government and philanthropy together with the private sector.

## CGAW & Go ED – A Real Economic Strategy...

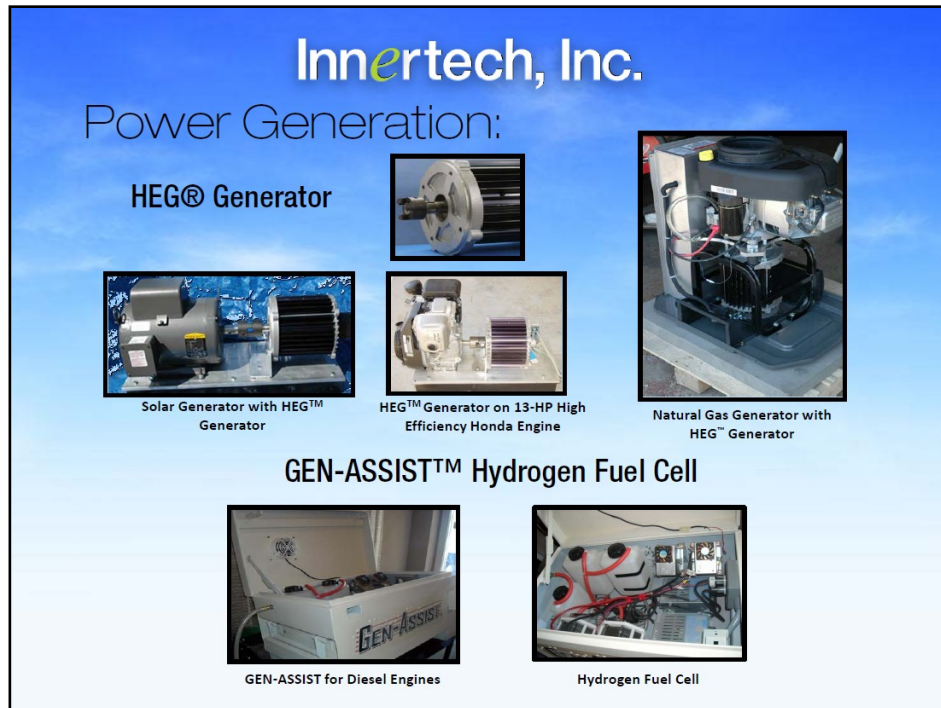
When the California Governor's Office of Economic Development was launched in early

spring, 2010, so was CGAW – but neither one knew each other. The private “green consortium” of businesses – products and services – through the dynamic work of the minority chambers of commerce mixer in Sacramento, CA, discovered Go ED.

Over the next month an “economic partnership” developed. Imagine, organic private-public partnerships actually exist.

Katy McKenzie (Assistant Deputy Director) and Luis Farias (Deputy Dir. Marketing), along with Louis Stewart (Assistant Deputy Director) and Patrick McGuire (Assistant Deputy Director) came on out to the now infamous Rio Linda “Chicken Coop” where the inventors of some radical energy efficient technologies take place – including a hybrid electric car that gets 150 mpg; LED lights powered by 3-watts (and are 97% recyclable) and can be replaced after 60,000 hrs with a small \$3 chip without throwing any of the housing away – topped off with a Revolutionary Hybrid Street Light featuring Xenon Lighting technology illuminates streets during the night, but also provides power to operate machinery like sewing machines.

Emerging countries such as India greatly benefit from these “closed system” lighting and power generating devices. Power is needed to produce tapestry and textile products which provide economic development in rural communities. According to Innertech CEO Jeff Ray... “Go ED's team has been instrumental to both keep and move our California-based technologies to the *Green and Golden State* by developing manufacturing, training and sales opportunities and distributors into California, which ultimately leads to the creation of thousands of sustainable long-term jobs - both direct and indirect.”



Go ED has and is giving us their utmost attention – the “Coop” didn’t bother them a bit – after all, good things like HP and Apple happened in garages, so a Coop is a step up!

Shortly after that, Robert Tse met with CGAW reps. during a World Affairs briefing at the California Chamber of Commerce – Robert is the “International Trade” Director for Go ED. We thought we were into aggressive marketing – Robert outdid us big time...and the ideation wheels were churning!

Eventually the Go ED folks, though super busy running all over the State telling everyone that “California is open for business” – compliments of the Governor – still found some amazing time slots to incorporate CGAW into their “marketing California plan.”

The CGAW Consortium became known by Go ED: Workforce Development – Vocational Resource Services (working with Veterans, transitioning foster youth, ex-offenders and the underabled – Dorothy Devereux) – Overseas Private Investment Corporation loan originator, Mary Lyn Kagan of Kagan and Associates – Ed Cornejo, one of the foremost “green certification training” programs in the nation as PTLEExamPrep and Green Professionals – Dr. Dudley Burton, Director of CGAW’s Technology and current Chair, Environmental Studies, CSUS – Ron Retterer and Jeff Miller of

Lightforce Capital; bringing capital to “green economic development” – Todd Smith and Jeff Ray of Innertech, Inc., manufacturers of numerous energy-saving technologies – Gary Phillippi of Innertech, inventor and research phenom of numerous energy saving technologies – Cas Khoo and Dr. Mani Arunachalam, MD, both of Articmaster™ (HVAC retrofit energy saving technology now exported to over 26 nations) – and Doug Krieger, public relations specialist and current President of CGAW – that’s only part of the “private” in the burgeoning private-public partnership suggested by Robert Tse of Go ED who spent over six hours in a brain-storming session out at the Coop with young interns anxious to become part of the green revolution.



Gary Phillippi (left) of Innertech, Inc. - and inventory of the battery-electric, on-board power system hybrid vehicle - and Robert Tse, Assistant Director of the Governor's Office of Economic Development and International Trade for Go ED - discuss the EV's technology and the 150mpg long-distance, non-plug-in qualities of the vehicle.



Something's different here – really different. Business doesn't like to fool around – we're into getting something done and fast, but deliberate, and it better be profitable. Having government “cut through the red tape” is one of the most refreshing experiences – Go ED has restored our hope in government that knows entrepreneurs are what will drive the new economy...in sum: They're making it happen.



Cal Green At Work in June put together a confab and presentation to economic developers and associates at the California Endowment - L-R - Doug Krieger, CGAW President; Phil Boland, CEO of Energy Visions, Inc., Patrick McGuire, Assistant Deputy Director for Go ED; Wayne Schnell, President-CEO, California Association for Local Economic Development (Cal ED); Ed Cornejo, CEO of PTLEExamPrep and Green Professionals; Jeff Ray, Pres./CEO of Innertech, Inc. and Todd D. Smith, Chief Operations Officer, Innertech, Inc.

Pat McGuire showed up with CGAW at the California Endowment – part of our strategy which includes the “human component” (Building Healthy Communities) in CGAW – Go ED was there to hear how we're going about doing it – and met Wayne Schnell, CEO of the California Local Economic Development office with whom CGAW has adopted as another public partner, along with the Department of Commerce and California Capital, one of the foremost 501-c-3s working with small businesses and local banks primarily in Northern California.

As a result of Go ED's assistance, CGAW has become engaged with the Port of Stockton – and in that context with the Port of Oakland in discussion surrounding the “marine highway” and bio-fuels. Energy Visions, Inc. (a bio-fuels/waste management Siemens technology), along with G-TECK, soil decontamination and water purification systems and other “green technologies” are joining the “work-oriented green consortium” – knowing that having partners like Go ED can make all the difference.

Live with it: This is a shameless plug for the Governor's Office of Economic Development – through them we're now in touch with the California Energy Commission, the California Air Resources Board, Prison Industry Authority and Water Resources...and our distributors

throughout the world – from Canada to Malaysia, from the Gulf States to England – all are enthusiastic to hear of the new partnership . . . sales are booming.

Innertech has already seen a positive impact as a result of the public-private partnership with Go ED in their global markets such as Japan, Australia, UK, India, Abu Dhabi, the Caribbean, South America, Canada, as well as in the USA. “Foreign countries have a high regard for US products because of our superior technology and product quality. The endorsement by Go ED has provided additional credibility to our organization and our global distributors”...Todd Smith, COO, Innertech.

Will CGAW bring its technologies – rather manufacturing – now scattered in China, South Korea, Illinois, Germany, etc. to the Emerald Valley because there’s a new atmosphere in government? – That’s the plan – we’ve already amped up the work force in Fremont, CA and we’re meeting with Go ED strategists to see how we can move 350 jobs to Northern California!

When we expressed our thanks to Joel Ayala, Director of Go ED, for his outstanding staff, we meant every word of it – this is not just a good start, it’s a great start. At present CGAW is applying for Go ED’s iHub status and is drafting an “International Strategic Master Marketing Plan...Greening One Community at a Time” with Go ED.

As more partners join as CGAW “Associates” from the private sector – as more public agencies join in this private-public partnership, and as major philanthropies here in California see the potential for economic development through the green economy and the socio-economic impact on hard-hit communities – an innovative, inventive and inspiring effort, wrought by Go ED, will become a reality. We’re definitely on a roll – let’s Go ED for a Green and Golden California!

